

Honolulu, Hawaii

APR 04 2014

RE: H.B. No. 1692
H.D. 2
S.D. 2

Honorable Donna Mercado Kim
President of the Senate
Twenty-Seventh State Legislature
Regular Session of 2014
State of Hawaii

Madam:

Your Committee on Ways and Means, to which was referred H.B.
No. 1692, H.D. 2, S.D. 1, entitled:

"A BILL FOR AN ACT RELATING TO TOURISM,"

begs leave to report as follows:

The purpose and intent of this measure is to adopt the
recommendations made by the Auditor in Auditor Report No. 13-09 to
improve the efficiency, transparency, and accountability of the
Hawaii Tourism Authority.

Specifically, this measure:

- (1) Requires the tourism marketing plan to be a single,
comprehensive document;
- (2) Defines the "Hawaii brand" as the programs that
collectively differentiate the Hawaii experience from
other destinations; and
- (3) Requires the Hawaii Tourism Authority to have a
permanent, strong focus on Hawaii brand management.

Your Committee received written comments in support of this
measure from the Office of the Auditor and the Hawaii Tourism
Authority. The Office of Information Practices submitted written
comments on this measure.



Your Committee finds that the current tourism marketing plan for Hawaii is nearly six hundred pages long and dispersed across over a dozen different documents. Requiring the Hawaii Tourism Authority to create a tourism marketing plan that is a single document, and to include that document with its report to the Legislature on the progress towards achieving the plan's strategic goals, will increase efficiency, transparency, and accountability.

Your Committee has amended this measure by:

- (1) Clarifying that the brand management referenced in the measure is for the "Hawaii brand";
- (2) Requiring the Hawaii Tourism Authority to include the tourism marketing plan in its annual report to the Legislature;
- (3) Authorizing the Hawaii Tourism Authority to withhold competitively sensitive information from public disclosure; and
- (4) Making technical nonsubstantive amendments for the purposes of style, clarity, and consistency.

As affirmed by the record of votes of the members of your Committee on Ways and Means that is attached to this report, your Committee is in accord with the intent and purpose of H.B. No. 1692, H.D. 2, S.D. 1, as amended herein, and recommends that it pass Third Reading in the form attached hereto as H.B. No. 1692, H.D. 2, S.D. 2.

Respectfully submitted on
behalf of the members of the
Committee on Ways and Means,



DAVID Y. IGE, Chair



The Senate
Twenty-Seventh Legislature
State of Hawai'i

Record of Votes
Committee on Ways and Means
WAM

Bill / Resolution No.:* HB169Z HDZ SD1	Committee Referral: TSM, WAM	Date: 3-28-14		
<input type="checkbox"/> The committee is reconsidering its previous decision on this measure. If so, then the previous decision was to: _____				
The Recommendation is: <div style="display: flex; justify-content: space-between; align-items: flex-start;"> <div style="text-align: center;"> <input type="checkbox"/> Pass, unamended 2312 </div> <div style="text-align: center;"> <input checked="" type="checkbox"/> Pass, with amendments 2311 </div> <div style="text-align: center;"> <input type="checkbox"/> Hold 2310 </div> <div style="text-align: center;"> <input type="checkbox"/> Recommit 2313 </div> </div>				
Members	Aye	Aye (WR)	Nay	Excused
IGE, David Y. (C)	✓			
KIDANI, Michelle N. (VC)	✓			
CHUN OAKLAND, Suzanne	✓			
DELA CRUZ, Donovan M.	✓			
ENGLISH, J. Kalani	✓			
ESPERO, Will	✓			
KAHELE, Gilbert	✓			
KEITH-AGARAN, Gilbert S.C.	✓			
KOUCHI, Ronald D.	✓			
RUDERMAN, Russell E.	✓			
THIELEN, Laura H.	✓			
TOKUDA, Jill N.	✓			
SLOM, Sam	✓			
13	0	0	0	0
Recommendation: <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Not Adopted </div>				
Chair's or Designee's Signature:				
<div style="display: flex; justify-content: space-between; font-size: 0.8em;"> <div>Distribution:</div> <div>Original</div> <div>Yellow</div> <div>Pink</div> <div>Goldenrod</div> </div> <div style="display: flex; justify-content: space-between; font-size: 0.8em; margin-top: 2px;"> <div>File with Committee Report</div> <div>Clerk's Office</div> <div>Drafting Agency</div> <div>Committee File Copy</div> </div>				

*Only one measure per Record of Votes